

# Home Services Case Study

## Lawn Care Company

A locally owned and operated lawn care company, widely considered the go-to provider in the greater Richmond and Williamsburg areas, had little digital presence and struggled with improving a below average website form conversion rate. Rather than design a completely new website, WebStrategies chose a methodical approach that included SEO, CRO and website modifications.

## Approach

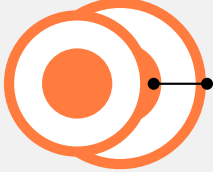
WebStrategies found the existing site ranked well in the search engines, and test subjects noted their user experience as positive. Opportunities to further enhance user experience and navigation were established, as well as a set of metrics to improve conversions. The primary goals were to boost local visibility and website form submissions.

To expand local visibility and drive up search engine rankings, individual pages with supporting micro-location pages were added. CRO (conversion rate optimization) was utilized, specifically A/B testing, to identify which variations and strategies performed better for both their desktop and mobile sites.

## Results

Local, customer-centric approaches, like SEO and CRO, drove remarkable results in the company's digital marketing strategy. Form submissions have increased by 71% on the desktop site, 104% on the mobile site, and in the three years we've worked with them, organic traffic has grown by 177% while online conversions tripled. Because these results are tied to website performance and not traffic volume, the popular service provider will benefit from a better performing website, as well as a locally-focused digital marketing strategy, now and well into the future.

Organic website traffic has grown

**177%** 

in the past three years.

Webstrategies delivered a

**300%** 

increase in online conversions over a three year period.

WebStrategies' CRO testing yielded a

**104%** 

increase in mobile form submissions.

## About Webstrategies

WebStrategies exists to improve the personal success of our clients, grow their businesses, and turn them into raving fans. We do this through data-driven digital marketing services that drive and convert online visitors into leads and sales for our clients.